



WKMG

ORDER

Print Date 08/03/12

Page 1 of 2

Flight Dates 08/08/12-08/14/12

Contract / Revision 255750 /
Original Date / Revision 08/02/12 08/02/12
Advertiser **POL/Americans For Prosper**

Agency **Mentzer Media Services**
Buying Contact **Elise Cloyd**

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product **AMER 4 PROSPERITY**
Agency Com 15%
Billing Contact
600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # **1855**
Alt Order # **06261756**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A50+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue
Priority P-3
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 33900

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$28,815.00	\$33,900.00	0.00	07/30/12	08/14/12	30	\$28,815.00	\$33,900.00
Totals	30	\$28,815.00	\$33,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/08/12	08/10/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--					3	\$1,000.00		0.00			
E 2	WKMG	08/08/12	08/10/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--					6	\$1,800.00		0.00			
E 3	WKMG	08/08/12	08/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--					3	\$300.00		0.00			
E 4	WKMG	08/11/12	08/11/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/03/12

Page 2 of 2

Contract / Revision **255750** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser **POL/Americans For Prospe** Product **AMER 4 PROSPERITY**

Estimate # **1855**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/11/12	08/11/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----2-	2		\$400.00		0.00					
E 5	WKMG	08/11/12	08/11/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1-	1		\$550.00		0.00					
E 6	WKMG	08/11/12	08/11/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1-	1		\$1,800.00		0.00					
E 7	WKMG	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1	1		\$1,300.00		0.00					
E 8	WKMG	08/12/12	08/12/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1	1		\$1,100.00		0.00					
E 9	WKMG	08/12/12	08/12/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1	1		\$650.00		0.00					
E 10	WKMG	08/12/12	08/12/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1	1		\$1,800.00		0.00					
E 11	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$700.00	P-3	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----	2		\$700.00		0.00					
E 12	WKMG	08/13/12	08/14/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----	2		\$1,000.00		0.00					
E 13	WKMG	08/13/12	08/14/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----	4		\$1,800.00		0.00					
E 14	WKMG	08/13/12	08/14/12	Morn News at 5a Morn News at 5a	CM	5-530a	MT-----	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----	2		\$300.00		0.00					
													Totals	30 \$33,900.00

WKMG

ORDER

Print Date 08/23/12 Page 1 of 3

Flight Dates 08/22/12-08/27/12

Order Sep 00:15:00

Product
AMER 4 PROSPERITY

<u>Estimate #</u>	1863
<u>Alt Order #</u>	06261863

Contract / Revision **255756** /

Original Date / Revision
08/02/12 08/23/12

Agency Com 15%

Billing Contact

Advertiser POL/Americans For Prosper

**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**

<u>Order Type</u>	GENERAL
<u>Billing Cycle</u>	EOM/EOC
<u>Billing Calendar</u>	BROADCAST

Agency **Mentzer Media Services**

Buying Contact **Elise Cloyd**

Sales Office PHI
Sales Region NAT
Agency Ref

<u>Demographic</u>	A50+		
<u>Rev Codes</u>	AGY	POL	ISSUE
<u>Product Codes</u>	PL-Issue		
<u>Priority</u>	P-3		
<u>Advertiser Ref</u>			

**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 76000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$54,825.00	\$64,500.00	0.00	07/30/12	08/26/12	30	\$54,825.00	\$64,500.00
September 2012	6	\$9,775.00	\$11,500.00	0.00	08/27/12	08/27/12	6	\$9,775.00	\$11,500.00
Totals	36	\$64,600.00	\$76,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 1	WKMG	08/22/12	08/24/12	Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			
E 2	WKMG	08/22/12	08/24/12	News at 6p	CM	6-630p	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,000.00		0.00			
E 3	WKMG	08/22/12	08/24/12	News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,200.00		0.00			
E 4	WKMG	08/22/12	08/24/12	M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
				M-F 11p News											



WKMG

Print Date: 08/23/12

Page 2 of 3

Contract / Revision

255756

Flight Dates 08/22/12-08/27/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/23/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 1863

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/22/12	08/24/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00 NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	--WTF--	6		\$1,800.00		0.00					
E 5	WKMG	08/23/12	08/23/12	Thu Prime 10p Person of Interest	CM	10-11p	---2---	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	---2---	2		\$5,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WKMG	08/20/12-08/26/12		Thu Prime 10p	10-11p		---Th-----	:30		(\$5,000.00)		0.00 NM		
See MG 5.3														
[4 Political]														
3	WKMG	08/27/12-08/27/12		Mon Prime 9p	9-10p		(9:00 PM-10:00 M-----	:30		\$5,000.00		0.00 NM		
Ⓜ MG for 5.2 08/23														
E 7	WKMG	08/25/12	08/25/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----2-	2		\$400.00		0.00					
E 8	WKMG	08/25/12	08/25/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----1-	1		\$550.00		0.00					
E 10	WKMG	08/25/12	08/25/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----1-	1		\$1,800.00		0.00					
E 11	WKMG	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----1	1		\$1,300.00		0.00					
E 12	WKMG	08/26/12	08/26/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----1	1		\$1,100.00		0.00					
E 13	WKMG	08/26/12	08/26/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----1	1		\$650.00		0.00					
E 14	WKMG	08/26/12	08/26/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----2	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----2	2		\$5,000.00		0.00					
E 15	WKMG	08/26/12	08/26/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----2	:30	2	\$4,000.00	P-3	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----2	2		\$4,000.00		0.00					
E 16	WKMG	08/26/12	08/26/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----1	1		\$1,800.00		0.00					
E 17	WKMG	08/27/12	08/27/12		CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00



WKMG

Print Date: 08/23/12

Page 3 of 3

Contract / Revision **255756** Flight Dates **08/22/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/23/12

Order Sep 00:15:00

Advertiser **POL/Americans For Prospe** Product **AMER 4 PROSPERITY**

Estimate # **1863**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local 6 News 12-1230p															
Local 6 News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	1-----					1	\$700.00		0.00			
E 18	WKMG	08/27/12	08/27/12	News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	1-----					1	\$1,000.00		0.00			
E 19	WKMG	08/27/12	08/27/12	News at 7p	CM	7-7:30p	1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	1-----					1	\$1,200.00		0.00			
E 20	WKMG	08/27/12	08/27/12	M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	2-----					2	\$1,800.00		0.00			
N 21	WKMG	08/25/12	08/25/12	NFL Preseason Sat	CM	various	-----S-	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
				NFL Preseason Sat	(7:58 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$7,000.00		0.00			
N 22	WKMG	08/24/12	08/24/12	NFL Preseason Fri	CM	Fri 8p-cc	-----F--	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
				NFL Preseason Fri	(7:58 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----F--					1	\$7,000.00		0.00			
Totals														36	\$76,000.00



WKMG

ORDER

Print Date 08/03/12

Page 1 of 3

Flight Dates 08/15/12-08/21/12

Contract / Revision 255752 /

Original Date / Revision
08/02/12 08/02/12

Advertiser POL/Americans For Prosper

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product
AMER 4 PROSPERITY

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1862

Alt Order # 06261805

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 104000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	52	\$88,400.00	\$104,000.00	0.00	07/30/12	08/21/12	52	\$88,400.00	\$104,000.00
Totals	52	\$88,400.00	\$104,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	08/15/12	08/17/12	Local 6 News 12-1230p CM		12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$700.00		0.00			
2	WKMG	08/15/12	08/17/12	News at 6p CM		6-630p	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$1,000.00		0.00			
3	WKMG	08/15/12	08/17/12	News at 7p CM		7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$1,200.00		0.00			
4	WKMG	08/15/12	08/17/12	M-F 11p News CM		11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/03/12

Page 2 of 3

Contract / Revision 255752 Flight Dates 08/15/12-08/21/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 1862

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	08/15/12	08/17/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--					6	\$1,800.00		0.00			
5	WKMG	08/15/12	08/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--					3	\$300.00		0.00			
6	WKMG	08/16/12	08/16/12	Thu Prime 10p Person of Interest	CM	10-11p	---2---	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---2---					2	\$5,000.00		0.00			
7	WKMG	08/17/12	08/17/12	Fri Prime 9p CSI:NY	CM	9-10p	----2--	:30	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----2--					2	\$4,000.00		0.00			
8	WKMG	08/18/12	08/18/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----2-					2	\$400.00		0.00			
9	WKMG	08/18/12	08/18/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-					1	\$550.00		0.00			
E 10	WKMG	08/18/12	08/18/12	Sat 1 Hour Special/9p Fall Football Preview Sp	CM	858-10p	-----2-	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----2-					2	\$3,000.00		0.00			
11	WKMG	08/18/12	08/18/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-					1	\$1,800.00		0.00			
12	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1					1	\$1,300.00		0.00			
13	WKMG	08/19/12	08/19/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1					1	\$1,100.00		0.00			
14	WKMG	08/19/12	08/19/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1					1	\$650.00		0.00			
15	WKMG	08/19/12	08/19/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----2	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----2					2	\$5,000.00		0.00			
16	WKMG	08/19/12	08/19/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----2	:30	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----2					2	\$4,000.00		0.00			



WKMG

ORDER

Print Date 08/03/12

Page 1 of 2

Flight Dates 08/28/12-09/03/12

Contract / Revision 255755 /

Original Date / Revision

08/02/12 08/02/12

Advertiser POL/Americans For Prosper

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product

AMER 4 PROSPERITY

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1864

Alt Order # 06261840

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 43200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$36,720.00	\$43,200.00	0.00	08/27/12	09/03/12	19	\$36,720.00	\$43,200.00
Totals	19	\$36,720.00	\$43,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/28/12	08/31/12	M-F 11p News M-F 11p News	CM	11-1135p	-T-TF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-TF--					3	\$1,800.00		0.00			
E 2	WKMG	08/30/12	08/30/12	Thu Prime 10p Person of Interest	CM	10-11p	---1---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---1---					1	\$5,000.00		0.00			
E 3	WKMG	08/31/12	08/31/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----1--					1	\$4,000.00		0.00			
E 4	WKMG	09/01/12	09/01/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/03/12

Page 2 of 2

Contract / Revision

255755

Flight Dates 08/28/12-09/03/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 1864

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/01/12	09/01/12	7-9a CBS This Morn SatCM 7-9a Sat Early Show		7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----2-					2	\$400.00		0.00			
E 5	WKMG	09/01/12	09/01/12	Sat 6p News CM Sat Local 6 News at 6p		6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1-					1	\$550.00		0.00			
E 6	WKMG	09/01/12	09/01/12	Sat Prime 9p CM 48 Hrs Mystery 9p		9-10p	-----2-	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----2-					2	\$3,000.00		0.00			
E 7	WKMG	09/01/12	09/01/12	Sat 11p News CM Sat 11p News		11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1-					1	\$1,800.00		0.00			
E 8	WKMG	09/02/12	09/02/12	CBS Sunday Morning CM CBS Sunday Morning		9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$1,300.00		0.00			
E 9	WKMG	09/02/12	09/02/12	Face The Nation CM Face The Nation		1030-11a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$1,100.00		0.00			
E 10	WKMG	09/02/12	09/02/12	CBS Evening News CM CBS Eve News		630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$650.00		0.00			
E 11	WKMG	09/02/12	09/02/12	Sun Prime 7-8p CM Sun 7-8p		7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$5,000.00		0.00			
E 12	WKMG	09/02/12	09/02/12	Sun Prime 10-11p CM The Mentalist		10-11p	-----2	:30	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----2					2	\$4,000.00		0.00			
E 13	WKMG	09/02/12	09/02/12	Sun 11p News CM Sun 11p News		11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$1,800.00		0.00			
E 14	WKMG	09/03/12	09/03/12	M-F 11p News CM M-F 11p News		11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1-----					1	\$1,800.00		0.00			
Totals														19	\$43,200.00